





Business Services Overview

Investment Activity

 <p>American Auto Auction Group was formed by Baird Capital Partners in 2010 in partnership with experienced industry veterans to execute an acquisition platform strategy in the whole car auto auction market.</p>	 <p>Baird Capital Partners exited a portion of its investment in Marshall Erdman & Associates at the time of its sale to Cogdell Spencer Inc. (NYSE: CSA) in 2008 and the remainder, a public equity stake in CSA, in 2009.</p>	 <p>MedData, a Baird Capital Partners portfolio company providing revenue cycle management services focused on emergency and critical-care medicine, acquired Summit Health Care Services and Peak Emergency Medical Billing in 2008.</p>	 <p>Baird Capital Partners made an additional equity investment in 2008 in its portfolio company, Campbell Alliance, a specialized management consulting firm serving the pharmaceutical and biotech industries.</p>
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Investment Criteria and Approach

Baird Capital Partners (BCP) invests in U.S. companies in industries where our expertise, capital and broad network of resources complement portfolio companies’ business objectives and strategy. BCP’s Business Services investment team seeks change-of-control and growth investments in established and profitable companies valued between \$25 and \$125 million, with EBITDA between \$5 and \$15 million. We leverage in-depth industry knowledge, global operating resources in Europe, the United States and Asia, an experienced investment team and portfolio management program to serve as a value-added partner for lower middle-market companies in the Business Services sector. BCP’s business services sectors of focus are outlined below.

Business Process Outsourcing

- Risk Management
- Finance/Accounting Outsourcing
- Engineering
- IT-Related Services
- Marketing/Information Services

Professional Services

- Specialty Consulting
- Finance/Accounting Services
- HR Outsourcing/Staffing
- IT Services
- Environmental Services

Healthcare Services

- Revenue Cycle Management
- Pharmaceutical Services
- Healthcare IT
- Practice Management
- Business Process Outsourcing

Other sectors of focus for BCP include: **Insurance Distribution Services, Government Services, Education Services, Energy Services, Legal Services, and Waste Services**

Select BCP Business Services Portfolio Companies



American Auto Auction Group is an independent auto auction platform that was formed by Baird Capital Partners in 2010 in partnership with experienced industry veterans to execute an acquisition strategy in the whole car auto auction market. Auto auctions create a transaction marketplace for wholesalers, independent dealers and franchise dealers to sell and purchase vehicles.



MedData, Incorporated is a premier medical billing, coding and data management company that has provided outsourced medical revenue cycle management services to emergency medicine and hospitalist physician groups and staffing firms nationwide since 1980.



Flatirons Solutions Corporation is a consulting and systems integration firm with domain expertise in enterprise content management and air traffic management solutions. Flatirons, headquartered in Boulder, Colo., provides expert consulting, systems integration, system engineering and program management services for commercial and government clients.



Campbell Alliance Group, Inc. is a specialized management consulting firm serving the pharmaceutical and biotech industries from its locations in Raleigh, N.C., Parsippany, N.J., Los Angeles, San Francisco, Chicago, Boston and New York City.



Accume Partners is a leading, national provider of internal auditing, IT auditing, Sarbanes-Oxley compliance and related risk management services. Headquartered in New York City, with administrative headquarters in Moorestown, N.J., Accume Partners serves over 300 clients from 16 locations and has a significant presence in Pennsylvania, Florida and Georgia.

BCP Overview

Baird Capital Partners, the U.S.-based buyout fund of Baird Private Equity, provides buyout capital to U.S.-based lower-middle-market companies in the Business Services, Manufactured Products and Healthcare sectors. BCP leverages its in-depth sector knowledge, experienced investment team and extensive global operating resources to drive value in its portfolio companies. Baird Capital Partners is supported by operating resources in China (Beijing, Hong Kong and Shanghai) and India (Bangalore), focused on facilitating and executing Asia sourcing, manufacturing and distribution strategies for portfolio companies. For more information, please visit www.bairdcapitalpartners.com.

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